In the Specification

Please amend the paragraph that appear on page 9, lines 10-14 as follows.

If the selected URL does not contain an ~~alternative~~ alternate bookmark directive, at step 118 the target URL is bookmarked in a known manner. If, however, at step 116 a determination is made that the selected URL does contain an ~~alternative~~ alternate bookmark directive, then at step 120 the alternate bookmark identified in the alternate bookmark directive is bookmarked, instead of the target bookmark.

Please amend the paragraph that bridges pages 13 and 14 as follows.

As with any new browser function, the first implementing product would choose the details of the tagging technique to convey the ~~alternative~~ alternate bookmark directive and would provide web authors with this information so they could take advantage of the new function. Over time, other products choosing to also provide the function would recognize this tagging convention in their product code. Such a possible convention is shown in the above example, namely that an HTML author inserts a "meta" element having a "name" attribute with the value of "BOOKMARK_AS" and a "content" attribute having the value of the URL to be used into the HTML file representing the web page to indicate to the browser that the respective URL should be used when bookmarking the page.